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# *The Connection*

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Newsletter of Shrewsbury Media Connection

Volume 19, No.3

Fall 2006

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## **20 Years of PEG Access**

Shrewsbury Media Connection invites you to celebrate 20+ years of P.E.G. Access in Shrewsbury. Calling all SPAC Veterans - Join us at our **OPEN HOUSE at the SPAC TV Studio** at Parker Road on **Saturday, November 25th** from 10 am to 12 noon and check out your studio and facility. We are also planning a ***Video Film Festival later that same day.***

**Our Beginnings:** In 1983 the franchise was awarded to Shrewsbury Light Department to build CATV which included public access for the community and schools. Thanks to the work of many committed community activists, Shrewsbury Public Access was formed and they hired the first SPAC employee, George F. Preston on 9/23/86. The first live cablecast on Channel 58 by volunteers followed on 2/19/87 with the Annual Town Meeting. The first classes in television production were held at the Oak Street High School TV studio in the late 80's. During that time plans were developed for the Public Access studio to be built in the old North Shore Elementary School on Parker Road.

On January 25, 1992, the SPAC TV Studio was dedicated to former Shrewsbury Light & Cable Manager and visionary, James Baker.

In October of 1996, Shrewsbury Educational Television was created as a separate access channel dedicated to educational access in a partnership with Shrewsbury Media Connection and the Shrewsbury High School Educational Television Studio to meet the educational and informational needs of the residents.

In February of 2002, a separate access channel was dedicated to government access to give a media voice to municipal government and provide citizens with a window into the workings of our municipal, and sometimes state and federal government.

Since those early days in the 80's, thousands of Shrewsbury residents have learned about TV and video production and hundreds have produced shows.

## **Freely Speaking LIVE returns**

**"Freely Speaking" LIVE** returns on **SPAC TV 28** Wednesdays at 7:00 pm due to popular demand. "Freely Speaking" is replayed on SPAC TV 28 Thursdays at 12 midnight, 9:30 am and 12 noon. In May of 1996, former staffers, Stan Poreda & Kelly Jefferson, organized this weekly series to highlight our mission and the free speech concept of public access television available in Shrewsbury through our franchise with Shrewsbury Cable and the Selectmen. Staff continues to use the program to encourage the community to learn about PEG Access and SMC's mission to enable and empower our community members to exercise their First Amendment rights using their television studio.

Past participants have included concerned citizens lobbying for important issues, community announcements, youth sports organizations, candidates, SHS championship football team supporters and SPAC producers promoting their shows.

This 28 minute "Open mic" program allows residents the opportunity to express themselves for 5 minutes on a live, unedited show every Wednesday at 7:00 pm; the order is first-come, first served. No production experience needed, production crew and podium will be provided by SMC staff.

Call **Marc Serra at 508 841-8650** to reserve your spot or come on down to the studio at 15 Parker Road to fill an empty spot. If you are a Shrewsbury resident or speaking on behalf of a non-profit group in Shrewsbury, you may sign up, but not two consecutive weeks. It's that simple. The rest is up to you. So come on down. Step up to the podium, introduce yourself, and say what's on your mind.

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### **SMC Staff**

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**Bill Nay - Community Programming Manager**  
**Marc Serra - Access Coordinator**  
**LoriAnne Bergman - SPAC TV 28 Program Coordinator**  
**Liz Poplawski - SETV 29 Educational Coordinator**  
**Maria Sheehan - SGTV 30 Government Coordinator**  
**Paul Gustafson - Technical Coordinator**

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### **SMC Advisory Board**

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**Laurie Hogan - Chair**  
**Nick Todisco - Vice Chair**  
**Paul Weaver - Secretary**  
**John McDonald**  
**Erica Bodden**

# Classes & Production

## SPAC TV 28 Update - PUBLIC

by LoriAnne Bergman, SPAC TV 28 Coordinator

### COACH'S CORNER entering 8th season

Coach's Corner will be LIVE Wednesdays at 7:30 pm with the Shrewsbury High School football program coaches and team members. The season begins with Coach Terry Walles. Nick Todisco produces the show with Bill Orfalea, Bob Bigda & John Mastro highlighting SHS sports. The show will be repeated Thursdays at 3:30 pm, 7:30 pm, 10:30 pm and Fridays at 1 am & 9 am. **They will be bringing the Friday night games to us every Monday at 7 pm as well.**

### Spirit of Shrewsbury

The Oak Street Expo will be LIVE on **September 30th**. The Spirit Parade will be LIVE on **October 1st** on SPAC TV 28. Watch for repeats on the Weekend Special timeslot.



## SETV 29 Update - EDUCATIONAL

by Liz Poplawski, SETV 29 Coordinator

SETV Celebrates 10 years as Shrewsbury's Educational Channel

WOW!!! Ten years have gone by fast. It has been a great privilege to watch this channel grow and evolve into what we see today. When I think back to the Educational Channel in the beginning I think of the shows that could be seen weekly; Cooking with Class, Middle School Moments, Elementary Spotlight, and Colonial Magazine to name a few. What has been wonderful is to see the channel changing to meet the needs of Shrewsbury residents, we have met these needs with shows like; PTO programs, Senior Exercise Shows, Elementary Update, ETS News 29 and various one time specials. SETV would not have become such an asset to the town if it wasn't for the superb programming that is generated by Maggie Korab and the Educational Television Studio at SHS. I am very enthusiastic with this 10 year anniversary and I look forward to the changes the next 10 years will bring SETV Channel 29.

## SGTV 30 Update - GOVERNMENT

The busy fall season is upon us and the government channel kicks the season off with a **Special Town Meeting on September 26th**. This meeting will be unique in that it will be the first time that the meeting will be held at the Oak Street School Auditorium in over 4 years. We look forward to the challenges of going live from the newly renovated facility.

Other events on the fall Govt. calendar are participation in the SOS Fall Festival, a special forum put on by the Commission on Disabilities, a League of Women Voters Candidates Night and wrapping up some of the

summer projects like the water conservation series and new projects like the Army/Nascar special we are producing. So, keep watching and get involved in your Town Government.

We welcomed two new government producers into the fold this summer; **Mark Arpin and Ingrid Gustafson.**



## FREE CLASSES

### ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC  
(508) 841-8650**

### BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 28. Orientation is a prerequisite to this class.  
**Class Dates: October 10 & 17**

### BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 28. Orientation is a prerequisite.  
**Class Dates: Nov. 7, 14, 21 & 28**

### DIGITAL EDITING

3-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface. Special 7:30 start time.

**Class Dates: Nov. 1, 8, & 15**

# **Shrewsbury Media Connection**

15 Parker Road  
Shrewsbury MA 01545  
(508) 841-8650 FAX (508) 841-8651  
[www.shrewsbury-ma.gov/smc/index.asp](http://www.shrewsbury-ma.gov/smc/index.asp)

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## **ACM -Hometown Award Winners**

Several Shrewsbury Media Connection TV producers received awards at the Hometown Video Festival during the Alliance for Community Media's International Conference July 5 to 8 held at Faneuil Hall in Boston.

Producers **Robbin Miller and Sonya Perduta** received an award for "The Olmstead Act: The Need to Improve Community Based Service," in the "Access-Able" category.

**Maria Sheehan** picked up an award for the government access program, "Inside the Mountain View Cemetery" hosted by **Paul Weaver** and featuring **Angela Snell**, Shrewsbury Parks, Recreation and Cemetery Director.

**Monica Mansfield** won an award in the "Local Performance" category for her show "Mostly Rock n' Roll" with musician Chris Trapper. It was her fourth win in this category over the past five years and is the eighth award she has won for the music series. She has been producing the show for SPAC TV since 2001 and is shown in many other communities.



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## **SPAC TV is 20!**

Join SMC as we celebrate 20 years of Public Access television in Shrewsbury!

### **Open House:**

Saturday, November 11th 10 AM- 12PM  
Live broadcast from SPAC studios

### **Film Festival:**

November 25th  
8PM-?

At the SPAC studio.

### **Special programming:**

The entire season

## **Shrewsbury's Educational TV!**

SETV-29 will also be celebrating it's 10th Anniversary as it's own access television channel in Shrewsbury! SMC will collaborate with ETS and the School system to celebrate educational television and technologies in the Schools and in the community. (see more inside)

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**Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.**